



12-22-04

Docket No. 4330-4004US1

2642

[Handwritten signature]

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Alex Mashinsky

Group Art Unit: 2642

Serial No.: 10/098,667

Examiner: Bui, Bing Q.

Filed: March 15, 2002

For: SYSTEM AND METHOD FOR FACILITATING TARETED MARKETING OVER
A TELECOMMUNICATION NETWORK

Amendment and Response

Mail Stop Amendment
COMMISSIONER OF PATENTS
P.O. BOX 1450
Alexandria, VA 22313

Sir:

In response to the Office Action dated July 19, 2004 Applicants respectfully
request reconsideration based on the following amendments and remarks.

Amendments to the Claims are reflected in the listing of claims which begins on
page 2 of this paper;

Remarks begin on page 6 of this paper.

12/27/2004 SHINASS1 00000004 134500 10098667

02 FC:1202 300.00 DA